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ABSTRACT

This 45 hour course offers basic instruction in the graphic arts field and is designed to introduce the student to, and give him/her the opportunity to perform basic activities in nine areas: (1) graphic design, (2) drawing interpretation, (3) intaglio printing, (4) letterpress printing, (5) rubber stamp making, (6) basic photography, (7) offset-lithography, (8) silk-screen printing, and (9) bindery. No prerequisite instruction is needed. Classroom instruction includes lecture, demonstrations, group discussions, and various audiovisual aids. Learning activity packages are available. The course description is presented in outline form and includes a sample post-test. (MW)

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AUTHORIZED COURSE OF INSTRUCTION FOR THE QUINMESTER PROGRAM

DADE COUNTY PUBLIC SCHOOLS

Course Outline
GRAPHIC COMMUNICATIONS 7-9 PREVOCATIONAL - 5839
(Meet the Press)
Department 48 - Quin 5839.05

DIVISION OF INSTRUCTION • 1973

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D A D E C O U N T Y P U B L I C S C H O O L S

1 4 5 0 N O R T H E A S T S E C O N D A V E N U E

M I A M I, F L O R I D A 33132

Course Outline

GRAPHIC COMMUNICATIONS 7-9 PREVOCATIONAL - 5839
(Meet the Press)

Department 48 - Quin 5839.05

county office of

VOCATIONAL AND ADULT EDUCATION

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Dr. E. L. Whigham, Superintendent of Schools
Dade County Public Schools
Miami, Florida 33132

Septiembre, 1973

Published by the School Board of Dade County

Course Description

5839	48	5839.05	Meet the Press
State Category Number	County Dept. Number	County Course Number	Course Title

This is a basic course designed to introduce the student to the various areas of Graphic Communications by giving him experiences in the areas of Graphic Design, Letterpress Printing, Intaglio Printing, Rubberstamp Making, Offset Lithography, Bindery, Basic Photography, Silk Screen Printing and Drawing Interpretation.

Clock Hours: 45

PREFACE

The following course outline has been prepared as a guide to help the student become familiar with the various areas of instruction included in the Graphic Arts. He will be introduced to, and given the opportunity for performing basic activities in nine areas of the Graphic Arts. These laboratory activities would permit the student to gain the knowledge and technical skills required in the solution of basic Graphic Arts problems.

It is hoped that this course would serve as a point from which students who are interested in the Graphic Arts may start. The course includes introductory experiences and practical activities in the areas of Graphic Design, Drawing Interpretation, Intaglio Printing, Letterpress Printing, Rubber Stamp, Basic Photography, Offset-Lithography, Silkscreen Printing and Bindery.

This outline is designed for use with the Quinmester Program. There are no requirements for entry into this Quin. However, it does serve as a stepping stone to all of the other Graphic Arts Courses. The total number of hours of instruction is 45, of which approximately 30 hours are for practical application of knowledge and skills. The outline consists of ten major blocks of instruction.

The classroom instruction includes lecture, demonstrations, group discussions and various audiovisual aids.

Learning Activity Packages are available for instructional blocks two through ten.

This outline was developed through the cooperative efforts of the Instructional and Supervisory Personnel, Advisory Committee and the Vocational Curriculum Materials Service and has been approved by the Dade County Vocational Curriculum Committee.

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with Suggested Hourly Breakdown

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GOALS

The student will be able to:

1. Produce an original graphic design to fulfill a specific need.

2. Identify and determine the quantity and quality of material by which an object will be constructed from information given on the drawing.

3. Produce an Intaglio Print with little difficulty.

4. Compose, lock-up and print a minimum of ten copies of a simple one-line two-word rubber stamp with a minimum of two errors.

5. Perform all operations necessary to produce a simple one-line two-word rubber stamp with a minimum of two errors.

6. Demonstrate skills and understanding of photography by being able to construct a pinhole camera which will produce at least one picture showing good composition.

7. Demonstrate by practical means the basic principle by which offset printing is made possible.

8. Perform the necessary steps in order to produce a simple silk screen print.

9. Produce a memo pad, using at least two bindery methods.

SPECIFIC BLOCK OBJECTIVES

BLOCK I - ORIENTATION

The student must be able to:

1. State a general description of the activities included in "Meet the Press".
2. Demonstrate responsibility and leadership by performing specific activities to the satisfaction of the instructor at his request.
3. Demonstrate knowledge of safety rules and regulations through proper selection and use of tools, materials and equipment in performing specific jobs.

BLOCK II - GRAPHIC DESIGN

The student must be able to:

1. Create an original graphic design to fulfill a specific need.
2. Produce a well balanced and proportioned address plate using his own address.

BLOCK III - DRAWING INTERPRETATION

The student must be able to:

1. Demonstrate the ability to interpret drawings by being able to identify the material or materials from which an object is to be constructed. This is accomplished by associating specific symbols on the drawing with the actual material specified for the construction of the drawing.
2. State the exact dimensions of an object by being able to interpret the lines and symbols used on the drawing.
3. Solve problems using specific dimensions on a given drawing with an 85% accuracy.

BLOCK IV - INTAGLIO PRINTING

The student must be able to:

1. Draw or select the appropriate design for an Intaglio Print.
2. List the steps necessary in preparing ink for dry point etching.
3. Describe the preparation of paper for Intaglio Print.
4. Produce an Intaglio Print.

BLOCK V - LETTERPRESS PRINTING

The student must be able to:

1. Compose his name with a minimum of one error.
2. Lock-up and print a minimum of ten copies of a simple job consisting of eight words or less, with completed job having a maximum of three errors.

BLOCK VI - RUBBER STAMP MAKING

The student must be able to:

1. Compose, lock-up and print a simple two-word, one-line job using relief type.
2. Perform all operations necessary, and produce a one-line, two-word rubber stamp with a maximum of two errors.

BLOCK VII - BASIC PHOTOGRAPHY

The student must be able to:

1. Demonstrate the ability to use a pinhole camera by mastering standards set forth by the instructor.
2. Demonstrate skills and understanding by making at least one picture that meets standards as set forth by the instructor.

BLOCK VIII - OFFSET LITHOGRAPHY

The student must be able to:

1. Describe orally the difference between planographic printing and any one of the other four major printing methods.
2. Explain orally the origin of the term Lithography and tell how it came into the printing vocabulary.
3. Explain in writing the main theory or principle which makes Lithography possible.
4. Explain orally the connection between offset and lithography.

BLOCK IX - SILK SCREEN PRINTING

The student must be able to:

1. Produce a paper stencil suitable for a silk screen production.
2. Make a silk screen print-ready.
3. Produce a finished silkscreen copy.

BLOCK X - BINDERY

The student must be able to:

1. Make a memo pad, using the bindery procedures for padding or assembling the sheets.
2. Make an address book, using the bindery procedures for side stitching.

BLOCK XI - QUINMESTER POST-TEST

The student must be able to:

1. Satisfactorily complete the Quinmester Post-Test.

Course Outline

GRAPHIC COMMUNICATIONS 7-9 PREVOCATIONAL - 5839
(Meet the Press)

Department 48 - Quin 5839.05

I. ORIENTATION

A. General Description of Course

B. Student Duties and Responsibilities
1. Attendance
2. Class materials and material tickets
3. Safety rules and regulations

II. GRAPHIC DESIGN

A. Rationale
1. Problem solving process
2. Open-ended thinking and imagination

B. Objectives of graphic design
1. Create original designs of a graphical nature
2. Identify basic line arrangements

C. Activity I
1. Information on types of graphic designs
2. Printing personal address

D. Activity - II
1. Designing address plate
2. Printing the address plate

E. Occupational information
1. The graphics industry
2. Training program
3. Salary

III. DRAWING INTERPRETATION

A. Rationale

B. Objectives
1. Identify materials
2. Interpret dimensions
3. Solve drawing problem

C. General Information
1. Drafting symbols
2. Drafting tools

IV. INTAGLIO PRINTING

A. Objectives

B. Activities
   1. Choosing the design
   2. Etching the plate
   3. Making the print

C. Evaluation
   1. Written quiz
   2. Examination of finished print

D. Occupational Information
   1. Qualifications
   2. Employment opportunities
   3. Salary

V. LETTERPRESS PRINTING

A. Objectives of Letterpress

B. General information
   1. Type and its parts
   2. Composing sticks
   3. Job case
   4. Type sizes
   5. Quoins and quoin key
   6. Furniture and riglets
   7. Use of line gauge

C. Learning Activities
   1. Composing simple two-word jobs (name card)
   2. Making business cards

D. Occupational information
   1. Oportunities in the letterpress industry
   2. Salary of typesetters

VI. RUBBER STAMP MAKING

A. Objectives in the teaching of rubber stamp

B. General information on rubber stamp

C. Materials needed in preparing a rubber stamp
   1. Composing stick
   2. Type and spacing material
   3. Chase
   4. Furniture
   5. Quoin and quoin key
   6. Mallet and planer
   7. Rubber stamp press
   8. Rubber and matrix
   9. Rubber cement
   10. Mounting strip

VI. RUBBER STAMP MAKING (continued)

D. Selected Activities
1. Name stamp
2. Address stamp

E. Evaluation
1. Written quiz
2. Oral quiz
3. Examination of completed project

VII. BASIC PHOTOGRAPHY

A. Basic Objectives of Photography
1. Developing ability and understanding of photography.
2. Understanding the operation of a simple camera.

B. The Camera
1. A light tight box
2. The lens
3. Shutter
4. Shutter release
5. Film advance mechanism
6. View finder

C. Photographic Activities
1. Taking the picture
a. Selecting the film
b. Loading the camera
c. Focusing
d. Exposing the film
e. Unloading the camera

2. Processing the film and making prints
a. Developing the film
b. Fixing the film
c. Making the print
d. Drying the print

D. Evaluation
1. Written quiz
2. Oral examination

E. Occupational information
1. Jobs available
2. Salary

VIII. OFFSET - LITHOGRAPHY

A. Objectives
1. Demonstrate difference between offset and other forms of printing
2. Explain the theory of offset printing

VIII. OFFSET - LITHOGRAPHY

B. Basic Principle of Offset Printing
   1. Water
   2. Ink (oil)

C. Offset Materials and Equipment
   1. The offset press
      a. Ink system
      b. Water system
      c. Feed system

   2. Offset Plates or Masters
      a. Aluminum - photo (two sides)
      b. Paper-photo (one side)
      c. Direct image

   3. Other materials
      a. Films
      b. Masking sheets
      c. Developing chemicals

D. Selected Activities
   1. Memo pads
   2. Personal stationery
   3. Phone list pads

E. Evaluation
   1. Oral explanation of what was done
   2. Check finished printed job

F. Occupational Information
   1. Type of training necessary
   2. Job availability
   3. Salary

IX. SILK-SCREEN PRINTING

A. Objectives of silk screen printing

B. Making the silkscreen print
   1. Selecting the silk screen design
      a. Simplicity
      b. Color combination
   2. Making the stencil
      a. Tracing the design
      b. Cutting the stencil
   3. Materials
      a. X-acto knife
      b. Stencil materials
      c. Silkscreen and frame
      d. Squeegee
      e. Ink
      f. Printing material (paper or fabric)

IX. SILK-SCREEN PRINTING (continued)

C. Activities
1. Printing simple decals on paper
2. Print designs on fabric

D. Evaluation
1. Written questions on silk-screen printing
2. Careful examination of finished print

E. Occupational Information
1. Jobs available
2. Types of jobs in silk-screen printing
3. Salary

X. BINDERY

A. Objectives of bindery

B. The paper cutter and its use
1. Types of paper cutters
2. Parts of the paper cutter

C. Activities
1. Binding memo pads
2. Binding note-books
3. Padding forms

D. Occupational information
1. Jobs available
2. Demands
3. Salary

E. Evaluation
1. Check finished pads and notebooks
2. Written quiz

XI. QUINMESTER POST TEST

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2. Kagy, Frederick D. Graphic Arts. Homewood, Illinois: The Goodheart-Wilcox Co., Inc., 1965. Pp. 112.

3. Karch, Randolph R. and Buber, Edward J. Graphic Arts Procedures - The Offset Process 1st ed. Chicago: American Technical Society 1967. Pp. 570.

Supplementary References:

4. Cleaver, James . A History of Graphic Arts. New York: Philosophical Library, Inc. 1963.

5. Hoch, Fred W. Offset Duplicator Techniques. New York: Fred W. Hoch Association, Inc., 1959.

A P P E N D I X

Quinmester Post-Test Sample

Quinmester Post-Test

Name_____ Date_____ Score _____

Multiple Choice Test Items

Each statement needs a word, figure or phrase to make it correct. Only one of the choices listed is correct. Place the letter of the choice you make in the space provided at the left.

___1. "Lithography" means:
a. "line drawing".
b. "light pictures".
c. "stone writing".

___2. The basic chemical-physical principle behing lithography is:
a. Grease and water don't mix.
b. Ink is a greasy substance.
c. Paper will absorb water.

___3. The term "offset" is connected with lithography due to:
a. The need to reverse the plate image once by offsetting, to gain a final readable image.
b. The idea of "offsetting" the image above the plate surface.
c. The fact the lithography was found to "offset" the cost of graphic reproduction.

___4. Three ways to make an image on an offset plate are:
a. Engraving, etching, and grinding.
b. Typewriter, x-acto knife and ball point pen.
c. Typewriter, pen and special crayon.

___5. The final lithographic reproduction was done with:
a. Wood blocks
b. Special stone
c. Papyrus sheets

___6. To make good pictures, you need
a. a fast film
b. light
c. a camera with an exposure meter
d. a well dressed subject

___7. Exposure is controlled by the
a. film size
b. shutter speed only
c. lens size only
d. combination of shutter speed and lens opening size

___8. One of the most important picture-taking rules is
a. don't take pictures in the shade
b. use a fast film
c. don't take pictures on rainy days
d. hold your camera steady

___9. Good composition is based on the
a. rule of fourths
b. rule of tenths
c. rule of thirds
d. rule of trial and error

____10. Bracketting is often used
a. to hinge a shutter
b. insure getting a good picture
c. to hold down a camera
d. for composition

____11. To produce a good graphic design you must have
a. a clear end purpose in mind.
b. lots of clear examples to work from
c. the ability to limit your imagination

____12. By changing the arrangement and size of the design parts you can
a. save the printing costs
b. change the impression it gives
c. create a feeling of spaciousness

____13. What would the placement of the emblem $ imply in a design?
a. strength
b. money
c. size

____14. This symbol is not as pleasing as why?
a. shape and size
b. balance and proportion
c. style of lettering

____15. Silk screen printing is a form of:
a. relief printing
b. planographic printing
c. stencil printing

____16. The silk screen method is useful for reflective road signs because?
a. a heavy coating can be placed
b. outdoor inks can be used
c. large letters can be easily printed

____17. One of the major industries using the silk screen process would be the?
a. newspaper industry
b. letterhead stationary printers
c. fabric printing industry

____18. The silk stocking material serves as a?
a. reinforcement material
b. help in spreading the ink
c. separator between stencil and frame

____19. Silk screen processing knowledge is useful to the student, because he?
a. can easily get a job in this industry
b. needs to know how reflective signs are made
c. can easily duplicate the materials and process at home.

Name _____ Date _____ Score _____

Matching Test Items

The words and phrases in the left-hand column are significant in connection with an expression in the right-hand column. Match them properly by placing the figure preceding the item in the left-hand column in the brackets at the right of the matching item.

BINDERY

1.	Compound	a.	cut	( )
2.	Stitching	b.	stock	( )
3.	Paper	c.	straighten	( )
4.	Trim	d.	staple	( )
5.	Jog	e.	brush	( )

INTAGLIO PRINTING

1.	Engrave plate	a.	finger	( )
2.	Ink plate	b.	scratch	( )
3.	Crosshatched lines	c.	transparent plate	( )
4.	Plastic	d.	shaded area	( )
5.	Etching	e.	sharp instrument	( )

LETTER PRESS

Completion Test Items

Fill in the blank or blanks with the word or words that make the statement correct.

1. The _____point type was used to set my name.
2. The type was composed in a _____stick.
3. The composing stick is held in the _____hand.
4. The material from which furniture is made is _____.
5. The proof press is used for making _____of the job before the final copy is produced.

DRAWING INTERPRETATION

1. A hidden or imaginary line when drawn may look like _____.
2. The symbol for inch is _____.
3. The symbol for foot is _____.

DRAWING INTERPRETATION — Completion Test Items (continued)

4. The symbol for degree is _____.

5. A vertical line is perpendicular to a _____ line.

RUBBER STAMP PRINTING

1. The kind of rubber used for making rubber stamp becomes soft at _____ ^{o}F.

2. The rubber used for rubber stamp making becomes hard when heated to _____ ^{o}F.

3. When locking up type for rubber stamp making, you should be careful not to use _____ furniture.

4. When composing type, the composing stick is held in the _____ hand.

5. You may use _____ _____ to fasten the rubber to the mounting strip.

ANSWER KEY FOR QUINMESTER POST TEST

OFFSET PRINTING Multiple Choice

1. C
2. A
3. A
4. C
5. B
6. B
7. D
8. D
9. C
10. B
11. C
12. B
13. B
14. C
15. C
16. A
17. C
18. A
19. C

Matching BINDERY

1. 5
2. 4
3. 2
4. 1
5. 3

Matching INTAGLIO PRINTING

1. 5
2. 1
3. 2
4. 3
5. 4

Completion LETTER PRESS

1. 12 pts.
2. Composing
3. Left
4. Wood
5. Proof or copy

Completion DRAWING INTERPRETATION

1. ------
2. "
3. 1
4. 0
5. Horizontal

Completion RUBBER STAMP MAKING

1. 200° F
2. 300° F
3. Wood
4. Left
5. Rubber cement